

**VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE THIRD QUARTER 2004**

July 1, 2004 through September 30, 2004

1. PEER PRESSURE

Positive and negative **peer pressure** continues to be an issue of concern for our community's children. **Friends** are important and can be a positive influence on children's lives. Children express concerns about life's **stress**; pressure to drink **alcohol**, take **drugs** and start **smoking**; and pressure to have **sex** and the fear of **pregnancy**.

2. SCHOOL

In a town that has year-round schools many issues of concern are constant. Children express their distress over **bullying** and sometimes the overload of **homework** they bring home. **School activities** remain a positive for most students and parents; however the cut-backs threaten those activities. Many schools are looking at new **uniform issues** depending on the age is where the disputes start.

3. VIOLENCE

Kids express their concerns and **fears** that they face daily as they go through adolescence. They are concerned with **gang** violence, the issue of kids and **guns** and the presence of **hatred** kid's display towards one another.

4. ACTIVITIES

With the hot summer weather, **pool activities** increase and **safety** is an issue to be vigilant with. **Sport activities** also increase often involving many of **community parks and recreation organizations**. **Computers** and **television** viewing also increase as the temperature rises. A **healthy lifestyle** has become a concern for our kids today as obesity is prominent with the children of today.

VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
3RD QUARTER, 2004

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